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## A letter by the Editor-in-chief

Wine Economics and Policy (WEP) is a new Journal, conceived thanks to the collaboration of many international wine business researchers brought together by UniCeSV, the Centre for the Strategic Development of the Wine Sector of the University of Florence.

Since its birth in 2004, the Centre has been developing, supporting and sponsoring many projects related to the economic, financial and policy aspects of the wine sector. Specifically, the main activities of UniCeSV include both applied research and educational programs:

- research is developed through five permanent Monitoring Centres (Accounting, Quality and Traceability, History and Territory, Consumer and Markets, Major Retailing);
- the educational role is carried out supporting a Post-graduate Master in “Wine Management” and a Ph.D. program in “Wine Economics and Rural Development”, within the Ph.D. course in “Sustainable management of agricultural and forest resources” organised by the Faculty of Agricultural Sciences of the University of Florence.

In the past, UniCeSV has also organised many events and congresses that have favoured the creation of the solid network of “wine people” that is the core of this new editorial project.

The reason for the birth of this new Journal can be traced back to the common perception among the involved researchers that a further contribution could be made in the current scenario of wine business publications: the discussion finally led to the idea of creating something that could actively bring together academics and private sector operators towards the achievement of common goals within the same publishing environment. Since its initiation, the Journal was organised and managed with the involvement of both academics and business professionals and with the widest possible international participation. The international approach is aimed at bringing about a worldwide opinion on the issues that the wine sector is

facing and at favouring the exchange of information and scientific knowledge among researchers and industry.

The WEP Journal, issued twice a year, includes both full length articles (research papers) and short articles (literature review) as well as occasional editorials by the Journal Board, book reviews and discussions on specific themes. The topics of interest are several and range from typical wine business related issues (economics, policy, marketing, management, etc.) to wider aspects of the industry and consumer behaviour (history, tourism, health, etc.).

The peer-review process is under the responsibility of UniCeSV with the involvement of the Scientific Regional Editors and relies on the availability, experience and knowledge of many of the top wine business researchers around the world, guaranteeing a high level of professionalism in the selection and refereeing of the papers.

The Journal is indexed in Scopus and represents an attractive publishing opportunity for researchers (who also benefit from early citation possibility with on-line publication) and a practical resource for readers, thanks to a full open-access policy and the wide visibility provided by SciVerse and Science Direct.

With this first issue, we embark on a path that will be hopefully followed by many. We strongly believe that this Journal will concretely contribute to the scientific debate in the wine sector, and we sincerely hope of an increasing involvement with the scientific and industry community for the success of this Journal.

My personal thanks go, *in primis*, to the Rector of the University of Florence Alberto Tesi and to the Director of UniCeSV Augusto Marinelli for the trust they have placed in this project. My thanks also go to the Co-Editor in Chief Eugenio Pomarici and to all the members of the Editorial Board for agreeing to share the work and the responsibility that the management of the Journal entails.

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